292
Hunter

LION UNIFORM

FALL/WINTER CATALOG

1968-69

North/South Package Specials

Official Shell Jacket
2 Winter Weight Trousers
Ski-Style Cap

Buy now at **$28.95** complete and save on this special Northern package

PATENT OFFICE
FEB 6 1969

3 Short Sleeve Tan Shirts
2 Lightweight Trousers

You get all 5 items and save now on this special Southern package for only **$27.50** complete

SHELL **OFFICIAL SHELL UNIFORMS** SHELL

UNIFORM WITHOUT LION LOCK-PRESS MACHINE WASHED ONCE AND NEVER IRONED
LION LOCK-PRESS UNIFORM WASHED TEN TIMES AND NEVER IRONED

LION jacket & trousers

*** Wash 'em * Dry 'em * Wear 'em**

Lion Lock-Press insures truly easy care. Simply machine wash, tumble dry and witness the neat, "just pressed" look every time. Saves time . . . saves money. Spots remove easily due to built-in stain resistance.

JACKET Lot 3187—The traditional Shell jacket of 65% Orlon Acrylic, 35% Avril Rayon with gabardine weave and napped back for added warmth and comfort. Top styling throughout with adjustable cuffs and waistband tabs for a neat fit. Curved armholes for easy and comfortable movement. Two patch pockets with nylon zipper closures. Tire gauge/pencil slot on left sleeve. **$10.95**

TROUSER Lot 127—The Lock-Press summer weight trouser of 50% Polyester, 50% Combed Cotton for comfortable warm weather wear. Deep pockets of polyester and cotton for maximum wear. All seams sewn with polyester thread for extra strength. Pellon reinforced waistband eliminates rollover. **$7.75**

TROUSER Lot 2177—The winter weight Lock-Press trouser of 65% Orlon Acrylic, 35% Avril Rayon with gabardine weave and napped back for added warmth and comfort. Same fine tailoring features as above trouser. **$9.75**

CAP Lot 18—Regulation year 'round ski style. Nylon reinforced. Non-breakable visor, double stitched. **$1.75**

NOTE: All Lock-Press trousers shipped finished without cuffs unless otherwise indicated on order form.

ALL LION LOCK-PRESS UNIFORMS ARE ACID RESISTANT.

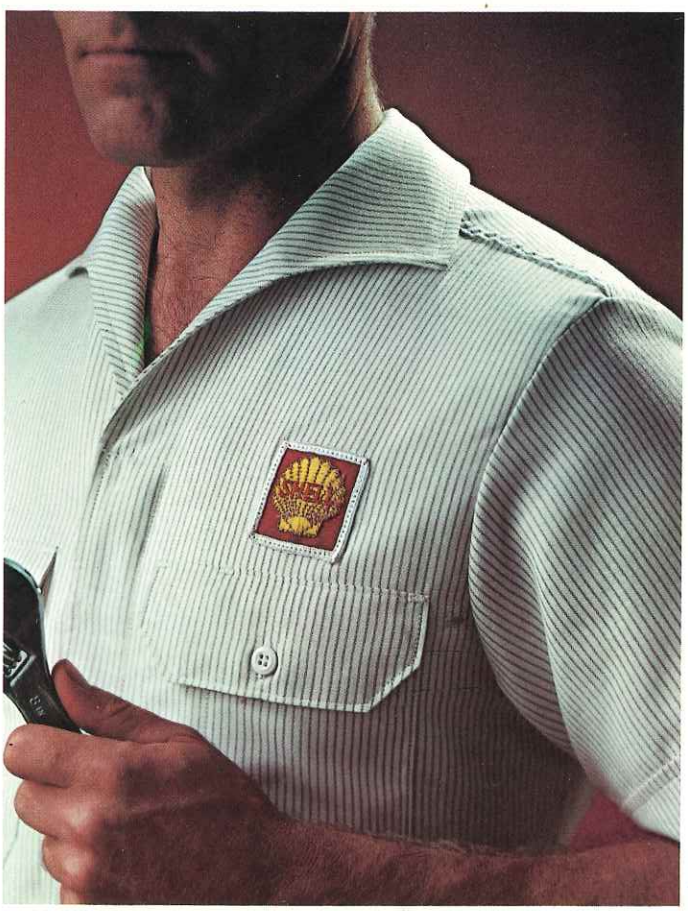
The Shell polar coat with zipper-detachable hood

POLAR COAT Lot 1187—The ultimate in winter wear. Outer shell of 100% Polyester taffeta, neoprene coated for complete weather proofing. Inter-lined with thick Orlon pile. Sleeves warmly lined with rayon twill quilted to acrylic fibers. Triple-stitched at bottom of coat to prevent lining from sagging. Two upper slash pockets made with strong warm flannel. Tire gauge/pencil slot on left sleeve. Snug nylon knit wristlets to stop frigid drafts. Matching hood lined with Orlon pile. Drawstrings for snug fit around face and neck. Attached to surcoat with slide fastener for easy removal. Sizes: Small, Medium, Large and Ex-large.

$22.50

TROOPER CAP Lot 67—This popular "Trooper" Cap of Polyester Gabardine matches surcoat. Has warm Dynel fur ear flaps for cold weather comfort. Polyester fiberfill quilted lining—complete with official Shell emblem.

$3.95



All new... custom styled for Shell Dealers

SHIRT Lot 1527. Short sleeve model styled in oxford cloth with the distinctive Shell Stripe. Features fashionable open roll collar that says "good-bye necktie." Care-free and wrinkle free Lion Lock-Press fabric (50% polyester/50% combed cotton) is acid-resistant. Complete with popular panel front, cuffed sleeves and Shell Emblem.

$4.95

SHIRT Lot 1227. Long sleeve model designed for year 'round wear. Tough oxford cloth (50% polyester/50% combed cotton) with acid-resistant and wrinkle free Lion Lock-Press. Panel front to protect car finishes. Complete with Shell Emblem.

$5.50

Complement your Shell Stripe long sleeve shirts with the new four-in-hand tie and Shell crest tie bar. See Orderform.

CAP Lot 8. Traditional ski-style cap distinctively updated with new "bulge" crown that will not lose its shape. 50% polyester/50% rayon.

$1.95

Measuring instructions

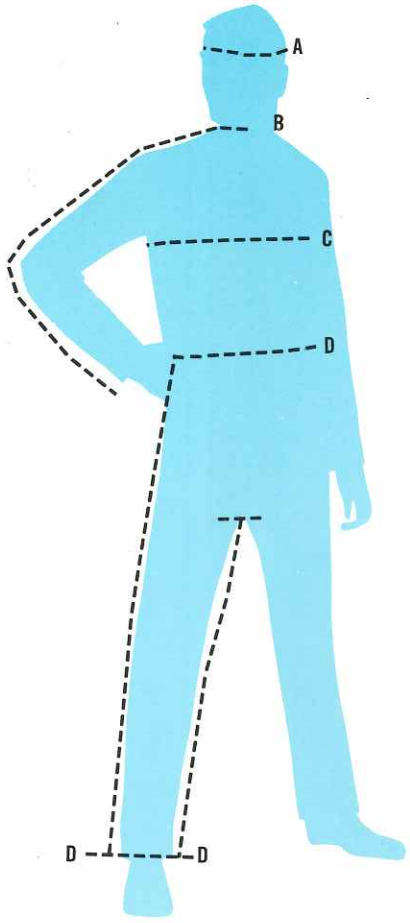
CAP (a) If you do not know your cap size, give your head measurement in inches. Refer to chart for size.

SHIRT (b) Neck size: Measure around neck. Sleeve size: Start tape at center back of outside collar band and bring over shoulder and down the outside of arm to point where you want sleeve to end.

JACKET (c) For chest measurement, place tape high under the armpits, over the clothing to be worn under the garment. To get sleeve length, follow same instructions as indicated for proper shirt measurement. For waist, use instructions outlining waist measurements for trousers. Refer to chart for size.

Order a long size jacket for anyone 6 ft. 1″ and over.

TROUSERS (d) Waist: Measurement should be taken over the shirt at the waistline. Measure at the height you normally wear trousers. Pull the tape as snugly as you like your trousers to feel. Inseam Length: After adjusting trousers to position normally worn, measure inseam from crotch to the top of the shoe. Outseam Length: Measure from top of waistband on hip side to desired length. Allow a little extra if you prefer a "break" in your trousers.



CAP

Inches Around Head	Order Cap Size
20½ inches	6½
20⅞ inches	6⅝
21¼ inches	6¾
21⅝ inches	6⅞
22 inches	7
22⅜ inches	7⅛
22¾ inches	7¼
23⅛ inches	7⅜
23½ inches	7½
23⅞ inches	7⅝

JACKET

Weight	Waist Inches	Chest Inches	Order Size
125-135 lbs.	29-30	34-35	36
140-155 lbs.	30-32	35-37	38
160-175 lbs.	33-35	37-38	40
180-190 lbs.	35-37	38-39	42
195-205 lbs.	37-39	39-41	44
210-215 lbs.	39-41	41-43	46
220-225 lbs.	40-42	43-44	48
230-235 lbs.	43-45	45-46	50

How you can save up to $600 a year on uniforms for you and your men

Let's suppose for a moment that you and your men rent all your uniforms.

If you're like most Shell dealers, chances are you have four men working for you. So, if you each spend about $4 a week on rental charges, that means together you pay $20 a week . . . or at the end of a year, a total of $1,040.

Think about this. You spend more than $1,000 a year for uniforms, but when you're through paying you've got nothing to show for your money but patched and faded work clothes (which don't even belong to you) and a handful of receipts.

You can change all that.

Right now, you can take advantage of Lion's special uniform package sales to save money and, most important, put yourself and your men in uniforms you will be proud to wear. Lion Uniforms . . . styled for Shell dealers and treated with Lock-Press to stay neat longer.

Besides this, you'll *pay far less* . . . and *own your own uniforms.*

Here's how easy it is. By taking advantage of the North/South Package Specials (shown on cover) and adding three long sleeve shirts at the normal low price of $5.50 each, you've got a complete year-round Lion Lock-Press wardrobe for the amazingly low price of $72.95. And at that price, everybody at your station—you and all four of your men—can wear your own official Shell uniforms for a total of $364.75!

Compare this cost with the cost of renting. Lion . . . $364.75, rental . . . $1,040. You save $675.25.

Sound good? There's more.

It's easy for your men to repay you through a simple payroll deduction plan. And for a fraction of the money you save by buying your uniforms, you can have a laundry service pick up, clean, and deliver your uniforms to you regularly. Or you can have them cleaned at a local coin-operated laundry. (Remember, Lion Lock-Press means there's never any ironing needed.)

Either way, you'll find you're money ahead with *your own* Lion Uniforms.

ORDER FORM FOR **SHELL UNIFORMS**

Measurement Symbols: N = Neck S = Sleeve W = Waist I = Inseam O = Outseam Wt. = Weight Ht. = Height

ORDER FOR UP TO 4 INDIVIDUALS →	ORDER #1 Ht. Wt.	ORDER #2 Ht. Wt.	ORDER #3 Ht. Wt.	ORDER #4 Ht. Wt.	PRICE EACH	TOTAL AMOUNT
EMBROIDERED NAMES (If wanted, please print)	Name →	Name →	Name →	Name →		
Name over right pocket: print name wanted →					.25 per name on each garment	
Name on back: block letters: print name wanted →					.20 per letter on each garment	
Identi-Plate: Print Name Wanted →					.35	

NORTHERN SPECIAL ... A $32.20 Value!		Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
	*Jacket Lot 3187									ALL 4 ONLY $28.95
	*2 Trousers Lot 2177		W I O		W I O		W I O		W I O	
	Cap Lot 18									

SOUTHERN SPECIAL ... A $30.35 Value!		Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
	*3 SS Shirts Lot 1528		N S		N S		N S		N S	ALL 5 ONLY $27.50
	*2 Trousers Lot 127		W I O		W I O		W I O		W I O	

Acid Resistant SHIRTS	Qty.	Size N S	Qty.	Size N S	Qty.	Size N S	Qty.	Size N S	
*White, long sleeve ☐ with Mgr. Emblem Lot 221									$ 4.95
*White, short sleeve ☐ with Mgr. Emblem Lot 521									4.60
*NEW! Striped, long sleeve (regular collar) Lot 1227									5.50
*NEW! Striped, short sleeve (rolled collar) Lot 1527									4.95
*Tan Long Sleeve Lot 1228									5.50
*Tan Short Sleeve Lot 1528									4.95
TROUSERS (shipped finished without cuffs unless indicated) ☐ Cuffs	Qty.	SIZE W I O	Qty.	SIZE W I O	Qty.	SIZE W I O	Qty.	SIZE W I O	
*Polyester Blend—Summer Weight—Brown Lot 127									7.75
*Acrylic Blend Gabardine—Brown—Winter Weight Lot 2177									9.75
JACKETS / SURCOAT	Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
Woodland Green Blazer—Dacron/Wool, yr.-round Lot 757									29.95
*Acrylic Blend Gabardine—Tan Lot 3187									10.95
Zip-in liner—sleeveless S-M-L-XL Lot 587									3.95
Zip-in liner—sleeves S-M-L-XL Lot 787									5.95
Zip-in track–Lets you use same liner in extra jacket of same size									.50
Polar coat with Hood-100% Polyester Taffeta Lot 1187									22.50
CAPS	Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
Ski-style—Polyester Blend—year-round Lot 18									1.75
NEW! Bulge-ft. Ski.Style, poly-blend, yr.-round Lot 8									1.95
Trooper Style, brown, fur lined—ear flaps Lot 67									3.95
RAINCOAT	Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
Safety Glo—Blaze Orange—One Piece Lot 301									11.95
MISCELLANEOUS	Qty.	Size	Qty.	Size	Qty.	Size	Qty.	Size	
Zip Suit—Brown & Tan—Winter Lot 997									13.45
Underwear, thermal insulated, set, S-M-L-XL									Set 8.50
Underwear, Bottom only Lot 987									4.50
Underwear, Top only Lot 887									4.50
Belt, Brown Leather—hidden buckle									1.50
Bow Tie, brown cloth—clip-on									.50
4-in-Hand Tie, brown cloth—clip-on									1.25
NEW! Shell Tie Clasp									1.25

*Lion Lock-Press . . . Never Needs Ironing **See "HOW TO MEASURE" on page 5**

Send check or money order and staple securely

NAME _____ DATE ____/____/____

STREET ADDRESS _____

CITY _____ STATE _____ **ZIP CODE** very important!

TOTAL OF ABOVE (including specials)	$
Residents of Ohio, New Jersey, Kentucky, Illinois, Texas, Georgia, California and Washington **ADD SALES TAX**	$
TOTAL SALE	$

All Prices are Effective September 15, 1968 and Subject to Change Without Notice.

Tear Out on Perforation

The convenient one-piece zip suit

An easy, inexpensive way to give your part-time help a sharp, professional appearance.

WINTER ZIP SUIT Lot 997. Constructed of 50% polyester and 50% cotton twill, this easy-on, easy-off zip suit features a full length covered zipper from collar to ankle. Like all Lion uniforms, the Zip Suit features no-iron Lock-Press and is treated to resist acids. The official Shell colors are color-fast.

$13.45

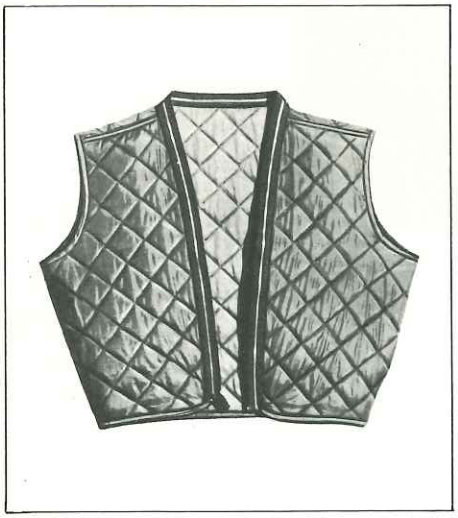
Zip-in jacket liners give you extra winter warmth.

SLEEVELESS Lot 587. These heavily quilted liners fit any Lion jacket and offer extra warmth in a durable featherweight material. May be washed or dry cleaned. Liners may be ordered in new jackets or purchased separately.

$3.95

WITH SLEEVES Lot 787. Same as 587 except for sleeves and nylon knit wristlets.

$5.95



Staple Here

MAIL TO NEAREST LION UNIFORM CENTER

P. O. Box 14165 Northridge Br.
Dayton, Ohio 45414
(513) 278-6531

2211 15th Ave. West
Seattle, Washington 98119
(206) 283-0640

316 W. Westfield Avenue
Roselle Park, New Jersey 07204
(201) 241-4020

8605 Sovereign Row
Dallas, Texas 75247
(214) 631-7240

1757 Tully Circle, N.E.
Atlanta, Georgia 30329
(404) 633-2653

P. O. Box 209
Williamsburg, Ky. 40769
(606) 549-2621

145 Industrial St.
San Francisco, Calif. 94124
(415) 285-5131

151 Wilson Court
Bensenville, Illinois 60106
(312) 766-6222

1610 West 132nd Street
Gardena (L.A.) Calif. 90249
(213) 532-5700

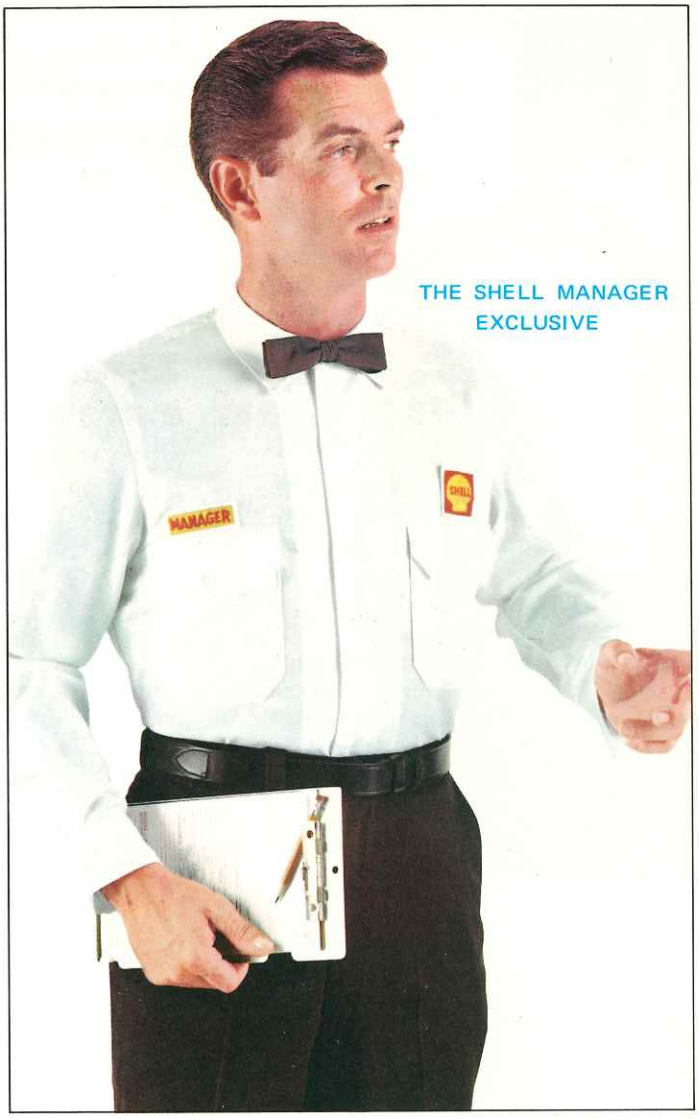
First Fold Here

Second Fold Here

PLACE 6¢ STAMP HERE

LION UNIFORM

Staple Here



Acid resistant LION Lock-Press shirts

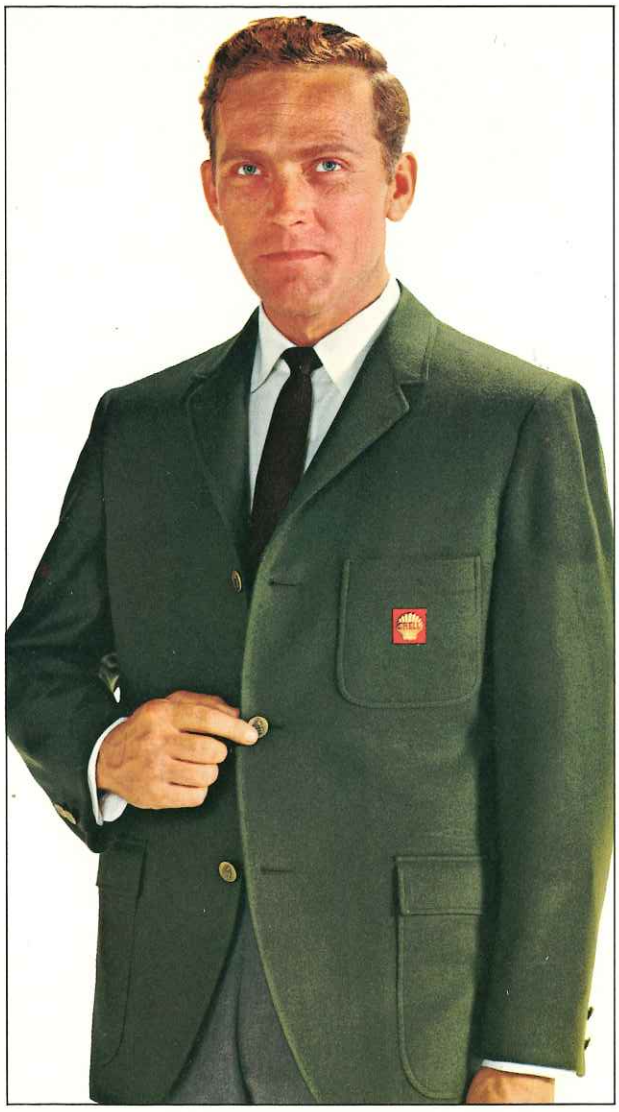
*** Wash 'em * Dry 'em * Wear 'em**

SHIRT Lot 1228 —Updated styling and quality fabric of 65% Polyester, 35% Combed Cotton. Popular panel front protects buttons from being torn off or scratching car finishes. Long shirt tails. Sewn-in collar stays. Never needs ironing. Complete with emblem. **$5.50**

SHIRT Lot 1528 —Same as above but with short sleeves. **$4.95**

SHIRT Lot 221 —A Manager exclusive that gives a flare of distinction. 50% Polyester, 50% Combed Cotton team up to give you the "just pressed" permanent press features. Smart panel front, long shirt tails, and sewn-in collar stays. With or without manager emblem. **$4.95**

SHIRT Lot 521 —Same as above but with short sleeves. **$4.60**



The versatile Shell Blazer

Casual Yet Handsomely Dressy

Lot 757 —This new 55% Dacron, 45% Wool hopsacking blazer in woodland green is dressy yet casual, featuring special comfort and styling without sacrificing traditional details. Natural shoulder styling, flap pockets, complementary lining and crested metal buttons complete the classic look. Complete with removable metal Shell pin.

Give normal suit size when ordering. 6 ft. and over order long. Available in the following size range:

REGULARS:	34-48	LONGS:	36-48
EXTRA LONGS:	38-48	SHORTS:	34-44

$29.95

One-piece raincoat in safety-glo orange

RAINCOAT Lot 301—Easy to get in and out of for fast pump island service. Polyurethane coated nylon in brilliant Blaze Orange that shouts "safety" at the station and on service calls. Tapered cuffs snugly seal wrists. Special ventilated nylon netting inside permits free air flow. Sizes: Small, Medium, Large and Extra Large.

$11.95

BULK RATE
U. S. POSTAGE
PAID
PERMIT NO. 7
DAYTON, OHIO

MY PROMISE TO YOU

When my father founded Lion in 1898, he had a single objective in mind. His idea was to provide people with an easy and convenient way to get good uniforms at a fair and reasonable price.

That is still our objective today.

The people at Shell know my promise. You should too. It's simply this:

I guarantee that every item you order from this catalog must look right, fit right and wear right or I'll gladly refund your money.

Sincerely,

Clarence Lapedes

Clarence Lapedes
President

General Offices: Dayton, Ohio 45414
SERVICE CENTERS: Atlanta, Ga.; Chicago, Ill.; Dallas, Texas; Dayton, Ohio; Roselle Park, N. J.; Los Angeles, Calif.; San Francisco, Calif.; Seattle, Washington. PLANT: Williamsburg, Ky.